

2025 Winners

For the 2025 challenge, students were offered a real-world opportunity through a partnership between AICC and GIBS Grooming. The task was to design a standalone island point-of-purchase floor display that was shoppable from two sides, with marketing on the other two sides, intended for use in retail stores.

First Place Structure

- Cal Poly
- “The GIBS Workbench”
- Scarlett Frazier, Ella Carnahan, Zoe Tseng, Sydney Doyle

Second Place Structure

- Cal Poly
- “GIBS Industrial Shelf”
- Sophia Durbin, Grace Kuang, Luke Kim

Third Place Structure

- Cal Poly
- “GIBS Showroom Display”
- Audrey Tran, Paulina Goncharov, William Woon



First Place Graphics

- Cal Poly
- “GIBS Industrial Shelf”
- Sophia Durbin, Grace Kuang, Luke Kim

Second Place Graphics

- Cal Poly
- “The GIBS Workbench”
- Scarlett Frazier, Ella Carnahan, Zoe Tseng, Sydney Doyle

Third Place Graphics

- Cal Poly
- “The Beard Bar”
- Alondra Lobos, Khaliun Dashdavaa, Clorinda Webb, Alexis Espinoza

